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ABSTRACT

This book traces the development of the curriculum, the objectives, the popularity, and the reputation of graduate business programs during the 20th century, the first century of the MBA degree. The chapters are: (1) "Getting Started: Before 1910"; (2) "1910-1918: Searching for a Curriculum"; (3) "1919-1922: Explosive Growth, Descriptive Era"; (4) "1923-1930: New Prominence, New Activities"; (5) "1930-1940: Philosopher of Business and Society"; (6) "1940-1945: War"; (7) "1945-1950: Regrouping, Rethinking"; (8) "1950-1959: Growth, Conformity, and Generalism--The MBA Takes Off"; (9) "1959-1967: Midcourse Deflection--The Foundation Reports"; (10) "1967-1971: War and Protest--MBA on the Defensive"; (11) "1971-1979: The Golden Age of Innovation"; (12) "1979-1984: The Critics Turn It on"; and (13) "Since 1984: The Active MBA." There is an annotated bibliography of 28 sources. (Contains 25 figures and 472 endnotes.) (SLD)

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